

000185

REQUEST FOR COUNCIL ACTION

CITY OF SAN DIEGO

1. CERTIFICATE NUMBER
(FOR AUDITOR'S USE OF)

2700838

333

7/17

TO:
CITY ATTORNEY

2. FROM (ORIGINATING DEPARTMENT):

CITY PLANNING & COMMUNITY INVESTMENT

3. DATE:

5/31/2007

4. SUBJECT:

FY 2008 Community Parking District Program *MAN*

5. PRIMARY CONTACT (NAME, PHONE & MAIL STA.)

Melisa Tintocalis, (619) 236-6476 MS 56D

6. SECONDARY CONTACT (NAME, PHONE & MAIL STA.)

Scott Kessler, (619) 236-6421 MS 56 D

7. CHECK BOX IF REPORT TO
COUNCIL IS ATTACHED ☐

8. COMPLETE FOR ACCOUNTING PURPOSES

FUND	100	70301	70302	70303	70304
DEPT.	601 042				
ORGANIZATION	3650 7502				
OBJECT ACCOUNT	4881	4222	4222	4222	4222
JOB ORDER	003650 00502	001001	070302	070303	070304
C.I.P. NUMBER					
AMOUNT	\$2,276,892	\$113,844	\$1,476,280	\$595,487	\$91,281

9. ADDITIONAL INFORMATION / ESTIMATED COST:

This Action authorizes the transfer of FY07 parking meter revenues from General Fund 100 to CPD Fund Nos. 70301, 70302, 70303, and 70304 in Box 8. The action also authorizes the allocation and expenditure of funds that the City Council previously appropriated in the FY07 Annual Budget (FY07 Funds *plus* the FY06 carry-over balance and year-end adjustments). As a result, there is no net fiscal impact to the City.

10. ROUTING AND APPROVALS

ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED	ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED
1	ORIGINATING DEPARTMENT	SCOTT KESSLER	6-4-07	8	DEPUTY CHIEF	JAMES T. WARING	6/26/07
2	DEPARTMENT DIRECTOR	WILLIAM ANDERSON	6-5-07	9	COO	RONNE FROMAN	6/26/07
3	ENVIRONMENTAL REVIEW	KENNETH TEASLEY	6/6/07	10	CITY ATTORNEY	MICHAEL NEUMEYER	6/29/07
4	LIAISON OFFICE	ED PLANK	6/8/07	11	ORIGINATING DEPARTMENT	MELISA TINTOCALIS	6/29/07
5	FINANCIAL MANAGEMENT	BEAT ROBERTS	6/14/07	DOCKET COORD: <i>7/5/07</i> COUNCIL LIAISON: <i>7/5/07</i>			
6	AUDITORS	WOMERSON	6/19/07	COUNCIL PRESIDENT <input type="checkbox"/> SPOB <input type="checkbox"/> CONSENT <input type="checkbox"/> ADOPTION <input checked="" type="checkbox"/>			
7	EOC	STACEY STEVENSON	6/22/07	COUNCIL DATE: 7/17/07			

11. PREPARATION OF:

☒ RESOLUTION(S)☐ ORDINANCE(S)☐ AGREEMENT(S)☐ DEED(S)

See "Attachment A"

JUN 21 9 17 AM '07
CITY ATTORNEY

11A. STAFF RECOMMENDATIONS: Adopt the Resolutions

12. SPECIAL CONDITIONS:

COUNCIL DISTRICT(S):

1, 2, 3, 7, 8.

COMMUNITY AREA(S):

City Heights, College, Cortez Hill, Downtown, East Village, El Cajon Boulevard, Golden Hill, Hillcrest, La Jolla, Mid-City, Mission Beach, Mission Hills, Ocean Beach, Pacific Beach, University Heights, and Uptown.

ENVIRONMENTAL IMPACT:

This activity is not a project and therefore exempt from CEQA pursuant to Sate Guidelines Section 15060 (c) (3).

HOUSING IMPACT:

None.

Attachment A
(Continued from Box 11)

1. Approve the FY 2008 Implementation Plan for the Downtown Community Parking District, and the FY 2008 Implementation Plans and Budgets for the Uptown, Mid-City, La Jolla, Old Town, and Pacific Beach Community Parking Districts
2. Authorize the City Auditor and Comptroller to transfer \$2,276,892 in parking meter revenues from General Fund 100 to the Downtown, Uptown, and Mid-City Community Parking District [CPD] Funds and the CPD Program Administration Costs Fund.
3. Authorize the City Auditor and Comptroller to appropriate \$3,202,091 within the Uptown CPD Fund and \$831,769 within the Mid-City CPD Fund for the operation of the FY 2008 CPD Program in the Uptown and Mid-City Community Parking Districts, as reduced by any FY 2007 agreement expenditures incurred not already deducted from each Fund, and as increased or reduced to reflect actual parking meter revenues collected in FY 2007.
4. Authorize the City Auditor and Comptroller to appropriate and expend \$3,857,491 from the Downtown CPD Fund for the operation of the FY 2008 CPD Program in the Downtown Community Parking District, as reduced by any FY 2007 CPD-related expenditures incurred not already deducted from the Downtown CPD Fund, and as increased or reduced to reflect actual parking meter revenues collected in FY 2007.
5. Authorize the City Auditor and Comptroller to appropriate and expend \$113,844 from the CPD Program Administration Costs Fund for the City's administration of the CPD Program.

**EXECUTIVE SUMMARY SHEET
CITY OF SAN DIEGO**

DATE ISSUED: June 29, 2007 REPORT NO:
 ATTENTION: City Council President and City Council
 ORIGINATING DEPARTMENT: City Planning & Community Investment
 SUBJECT: FY 2008 Community Parking District [CPD] Program
 COUNCIL DISTRICT(S): 1, 2, 3, 7, 8
 CONTACT/PHONE NUMBER: Melisa Tintocalis 619-236-6476

REQUESTED ACTION:

- Approve the FY 2008 Implementation Plan for the Downtown Community Parking District, and the FY 2008 Implementation Plans and Budgets for the Uptown, Mid-City, La Jolla, Old Town, and Pacific Beach Community Parking Districts
- Authorize the City Auditor and Comptroller to transfer \$2,276,892 in parking meter revenues from General Fund 100 to the Downtown, Uptown, and Mid-City Community Parking District [CPD] Funds and the CPD Program Administration Costs Fund.
- Authorize the City Auditor and Comptroller to appropriate \$3,202,091 within the Uptown CPD Fund and \$831,769 within the Mid-City CPD Fund for the operation of the FY 2008 CPD Program in the Uptown and Mid-City Community Parking Districts, as reduced by any FY 2007 agreement expenditures incurred not already deducted from these Funds, and as increased or reduced to reflect actual parking meter revenues collected in FY 2007.
- Authorize the City Auditor and Comptroller to appropriate and expend \$3,857,491 from the Downtown CPD Fund for the operation of the FY 2008 CPD Program in the Downtown Community Parking District, as reduced by any FY 2007 CPD-related expenditures incurred not already deducted from the Downtown CPD Fund, and as increased or reduced to reflect actual parking meter revenues collected in FY 2007.
- Authorize the City Auditor and Comptroller to appropriate and expend \$113,844 from the CPD Program Administration Costs Fund for the City's administration of the CPD Program.

STAFF RECOMMENDATION: Adopt the requested actions.

SUMMARY: Community Parking Districts [CPD's] are authorized under City Council Policy 100-18, adopted on March 4, 1997 and amended on November 15, 2005. The Policy establishes a "Community Parking District Program," that allows communities, with the approval of the City Council, to implement parking solutions in neighborhoods that face serious parking challenges. At present, the City has six Community Parking Districts: Downtown, Uptown, Mid-City, La Jolla, Old Town, and Pacific Beach.

Each CPD has a designated Advisory Board responsible for developing plans and expending allocated revenue. The advisory boards operate either through a nonprofit business improvement association or a nonprofit community development corporation, which contracts with the City to develop Implementation Plans, manage CPD funds, and fulfill the community's parking goals as stated in each Implementation Plan. The Mid-City CPD was established with three sub-districts and is managed by each area's respective organization: El Cajon Boulevard Business Improvement Association, Greater Golden Hill Community Development Corporation, and University Heights Community Development Corporation.

Council Policy 100-18 allows each CPD to retain 45 percent of parking meter revenues collected within its boundaries. At this time, however, only three CPD's generate parking meter revenue within their respective boundaries: Downtown, Uptown, and Mid-City. The remaining CPD's (La Jolla, Old Town, and Pacific Beach), established by Resolution on July 27, 2005, do not have parking meters or other parking revenues generated within their respective geographic boundaries.

The CPD funds are dedicated for improvements and activities that increase the availability, supply, and effective use of parking to residents, visitors, and employees. Funds may be accumulated over time for future capital improvements, or may be used for improving parking management, increasing parking supply (parking structures, surface lots, etc.), marketing, signage, printed materials, web sites, landscaping, and security.

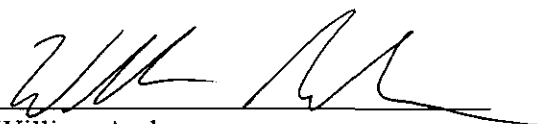
The FY 2008 operating agreements to administer the Uptown, Mid-City, La Jolla, Old Town, and Pacific Beach Community Park Districts will be brought before City Council for approval on or before July 31, 2007.

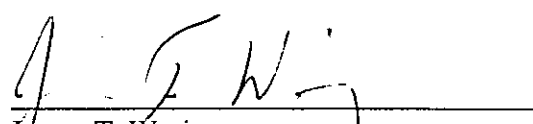
FISCAL CONSIDERATIONS: This action authorizes the transfer of \$2,276,892 of parking meter revenues from General Fund 100 to the CPD Program Administration Costs Fund (Fund no. 70301) and the Downtown, Uptown, and Mid-City CPD Funds (Fund nos. 70302 – 70304). In addition, this action authorizes the appropriation of (and in the case of the Downtown CPD Fund and the Program Administration Costs Fund, the expenditure of) the total amounts in those Funds (which include all revenues carried over from previous fiscal years and the current transfer of funds), as adjusted for FY 2007 CPD-related expenditures not yet deducted from the CPD Funds, and as adjusted to reflect actual parking meter revenues collected in FY 2007. Accordingly, there is no net fiscal impact to the City.

PREVIOUS COUNCIL and/or COMMITTEE ACTION: Each year, the City Council approves the Implementation Plans and Budgets for the CPD's and authorizes the appropriation and expenditure of CPD funds, which occurred most recently in July 2006 (R-301669).

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS: Each CPD Advisory Board holds regular monthly meetings and publishes newsletters which are distributed to community residents and business owners. In addition, CPD representatives sit on the citywide Parking Advisory Board and provide updates at meetings that are noticed and open to the public.

KEY STAKEHOLDERS AND PROJECTED IMPACTS: Direct beneficiaries of this action include the agencies that administer each CPD: Centre City Development Corporation; Uptown Partnership, Inc.; El Cajon Blvd. Business Improvement Association; Greater Golden Hill Community Development Corporation; University Heights Community Development Corporation; Promote La Jolla, Inc.; Old Town San Diego Chamber of Commerce; and Discover Pacific Beach. Also, motorists faced with parking issues within the CPD's may benefit from this action.


William Anderson
Originating Department


James T. Waring
Deputy Chief/Chief Operating Officer

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The City of San Diego
CERTIFICATE OF CITY AUDITOR AND COMPTROLLER

CERTIFICATE OF UNALLOTTED BALANCE

AC 2700838

ORIGINATING

DEPT. NO.:

42

I HEREBY CERTIFY that the money required for the allotment of funds for the purpose set forth in the foregoing resolution is available in the Treasury, or is anticipated to come into the Treasury, and is otherwise unallotted.

Amount: \$2,276,892.00 Fund: 100

Purpose: Authorize the expenditures and transfer of parking meter revenue from the General Fund, to be transferred into the Community Parking District Fund Nos. 70301, 70302, 70303, and 70304.

Date: June 19, 2007

By: *Fernando Figueroa*
 AUDITOR AND COMPTROLLER'S DEPARTMENT

ACCOUNTING DATA										
ACCTG. LINE	CY PY	FUND	DEPT	ORG.	ACCOUNT	JOB ORDER	OPERATION ACCOUNT	BENF/ EQUIP	FACILITY	AMOUNT
001	0	100	042	2502	4881	002502				\$2,276,892.00
TOTAL AMOUNT										\$2,276,892.00
										FUND OVERRIDE <input type="checkbox"/>

CERTIFICATION OF UNENCUMBERED BALANCE

I HEREBY CERTIFY that the indebtedness and obligation to be incurred by the contract or agreement authorized by the hereto attached resolution, can be incurred without the violation of any of the provisions of the Charter of the City of San Diego; and I do hereby further certify, in conformity with the requirements of the Charter of the City of San Diego, that sufficient moneys have been appropriated for the purpose of said contract, that sufficient moneys to meet the obligations of said contract are actually in the Treasury, or are anticipated to come into the Treasury, to the credit of the appropriation from which the same are to be drawn, and that the said money now actually in the Treasury, together with the moneys anticipated to come into the Treasury, to the credit of said appropriation, are otherwise unencumbered.

Not to Exceed: _____

Vendor: _____

Purpose: _____

Date: _____ By: _____

AUDITOR AND COMPTROLLER'S DEPARTMENT

ACCOUNTING DATA										
ACCTG. LINE	CY PY	FUND	DEPT	ORG.	ACCOUNT	JOB ORDER	OPERATION ACCOUNT	BENF/ EQUIP	FACILITY	AMOUNT
TOTAL AMOUNT										
										FUND OVERRIDE <input type="checkbox"/>

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RESOLUTION NUMBER R- _____

DATE OF FINAL PASSAGE _____

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN
DIEGO REGARDING THE FY 2008 COMMUNITY PARKING
DISTRICT PROGRAM.

WHEREAS, on March 4, 1997, the City Council adopted City Council Policy 100-18 (which was later amended on November 15, 2005), in which the City Council established the "Community Parking District Program," which allows communities, with the approval of the City Council, to implement parking solutions in neighborhoods that face serious parking challenges; and

WHEREAS, the City currently has six Community Parking Districts located in the following communities: Downtown, Uptown, Mid-City, La Jolla, Old Town, and Pacific Beach; and

WHEREAS, each Community Parking District [CPD] has a designated Advisory Board (with the exception of the Mid-City CPD, which was established with three co-Advisory Boards), responsible for developing an Implementation Plan, managing CPD funds, and fulfilling the community's parking goals as stated in their respective Implementation Plans; and

WHEREAS, CPD funds are dedicated for improvements and activities that increase the availability, supply, and effective use of parking to residents, visitors, and employees in those communities where parking meters are located; and

WHEREAS, pursuant to Council Policy 100-18, each CPD is authorized to retain forty-five percent of new parking meter revenues collected within its boundaries; and

WHEREAS, only three of the six existing CPD's (Downtown, Uptown, and Mid-City) currently generate parking meter revenues within their respective boundaries, and therefore, may

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retain forty-five percent of the parking meter revenues collected within their boundaries; NOW,
THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, as follows:

1. That the FY 2008 Implementation Plan for the Downtown Community Parking District, and the FY 2008 Implementation Plans and Budgets for the Uptown, Mid-City, La Jolla, Old Town, and Pacific Beach Community Parking Districts are hereby approved, a copy of each is on file with the Office of the City Clerk, as follows:

<u>Association</u>	<u>CPD</u>	<u>Document No.</u>
Centre City Development Corporation	Downtown	RR-_____
Uptown Partnership, Inc.	Uptown	RR-_____
El Cajon Blvd. Business Improvement Association	Mid-City	RR-_____
Greater Golden Hill Community Development Corporation	Mid-City	RR-_____
Univeristy Heights Community Development Corporation	Mid-City	RR-_____
Promote La Jolla, Inc.	La Jolla	RR-_____
Old Town San Diego Chamber of Commerce	Old Town	RR-_____
Discover Pacific Beach	Pacific Beach	RR-_____

2. That the City Auditor and Comptroller is authorized to transfer \$2,276,892 in parking meter revenues from General Fund 100 to the Community Parking District [CPD] Funds, contingent upon certification of funds availability by the City Auditor and Comptroller, as follows: \$1,476,280 to the Downtown CPD Fund (Fund No. 70302); \$595,487 to the Uptown CPD Fund (Fund No. 70303); \$91,281 to the Mid-City CPD Fund (Fund No. 70304); and \$113,844 to the CPD Program Administration Costs Fund (Fund No. 70301).

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3. That the City Auditor and Comptroller is authorized to appropriate \$3,202,091 within the Uptown CPD Fund (Fund No. 70303) and \$831,769 within the Mid-City CPD Fund (Fund No. 70304) for the operation of the FY 2008 CPD Program in the Uptown and Mid-City Community Parking Districts, as reduced by the City Auditor and Comptroller to reflect any FY 2007 agreement expenditures incurred in FY 2007 not already deducted from each CPD Fund, and as increased or reduced by the City Auditor and Comptroller for year-end adjustments to each CPD Fund to reflect actual parking meter revenues collected in FY 2007.

4. That the City Auditor and Comptroller is authorized to appropriate and expend \$3,857,491 from the Downtown CPD Fund (Fund No. 70302) for the operation of the FY 2008 CPD Program in the Downtown Community Parking District, as reduced by the City Auditor and Comptroller to reflect any FY 2007 CPD-related expenditures incurred in FY 2007 not already deducted from the Downtown CPD Fund, and as increased or reduced by the City Auditor and Comptroller for year-end adjustments to the Downtown CPD Fund to reflect actual parking meter revenues collected in FY 2007.

5. That the City Auditor and Comptroller is authorized to appropriate and expend \$113,844 from the CPD Program Administration Costs Fund (Fund No. 70301) for the City's administration of the CPD Program.

APPROVED: MICHAEL J. AGUIRRE, City Attorney

By



Michael D. Neumeyer
Deputy City Attorney

MDN:nda
06/29/07
Or.Dept: City Planning & Community Investment
R-2007-1324
MMS#4976

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I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of _____.

ELIZABETH S. MALAND
City Clerk

By _____
Deputy City Clerk

Approved: _____
(date)

JERRY SANDERS, Mayor

Vetoed: _____
(date)

JERRY SANDERS, Mayor

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Uptown Community Parking District



Uptown Partnership, Inc.
FY 2008 ANNUAL PLAN AND BUDGET
 FOR UPTOWN COMMUNITY PARKING DISTRICT

May 7, 2007

INTRODUCTION

Uptown Partnership, Inc. began as a community association in 1997. When the San Diego City Council created the Uptown Community Parking District (CPD) on March 4, 1998 under Council Policy 100-18, the Partnership took on the responsibility of administering the Uptown CPD for the City. The Partnership incorporated as a 501(c)(3) nonprofit community benefit corporation on February 26, 1999.

Our mission is to improve the Uptown community by increasing parking options, ensuring safe, friendly streets, and promoting economic revitalization. Uptown Partnership, Inc. is committed to developing a vibrant Uptown community through creative collaborations that enhance the vitality of our businesses, sustain the health of our residential community, and promote a model cohesive neighborhood.

In compliance with Council Policy 100-18, the Community Parking District Policy, Uptown Partnership, Inc. presents its Annual Implementation Plan for Uptown Community Parking District in FY 2007-08, its tenth year of operation. This plan comprises the following sections.

COMMUNITY INVOLVEMENT IN CPD MANAGEMENT

SCOPE OF SERVICES/PROGRAM BUDGET FY 2007-08

OPERATING BUDGET FY 2007-08

RECENT ACTIVITIES AND ACCOMPLISHMENTS IN UPTOWN CPD

RECOMMENDATIONS FOR CONSIDERATION

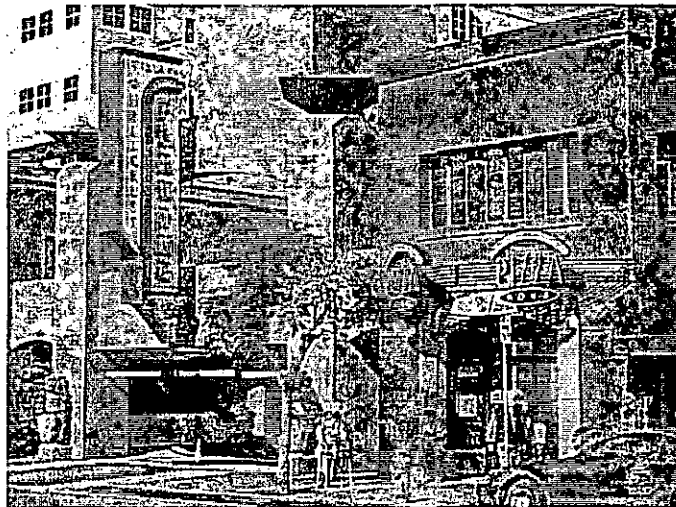
EXHIBITS

A – INSURANCE DOCUMENTATION: GENERAL LIABILITY & WORKERS' COMPENSATION

B – PERSONNEL SCHEDULE

C – WORK FORCE REPORT

D – SUBCONTRACTOR LIST



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A. COMMUNITY INVOLVEMENT IN CPD MANAGEMENT

1. COMMUNITY CONTEXT

Uptown encompasses the diverse neighborhoods of Bankers Hill-Park West, Hillcrest, Five Points-Middletown, Mission Hills, and Park West.

Uptown is one of the oldest areas of the City of San Diego; therefore, issues regarding parking, traffic, and pedestrians often arise from the need to adjust present-day needs to the aging infrastructure. Several examples will illustrate this dilemma.

- a. Parking demand by businesses, residents, and visitors exceeds the supply on a regular basis in commercial nodes because the community primarily was built prior to establishment of current standards for off-street parking.
- b. Redevelopment aggravates parking shortages in local neighborhoods on a short-term basis as construction sites restrict nearby on-street parking.
- c. Businesses and residences have been built side-by-side and business area parking spills over into nearby residential areas.

2. COMMUNITY STUDIES

Since 1997, Uptown Partnership, Inc. has completed a number of studies relating to parking availability on- and off-street, traffic calming, and pedestrian safety and enjoyment. Several examples will illustrate the scope of these efforts.

- a. Preparing and publishing a Strategic Mobility Plan (1999, updated 2003).
- b. Underwriting and publishing the FeetFirst! plan to improve walkability in Uptown (2003).
- c. Mapping on-street parking conditions in four impacted neighborhoods – Park and University; Laurel Street corridor between First and Sixth Avenues; central Mission Hills; Five Points (Washington and India Streets) – and updating conditions in Central Hillcrest (2004).
- d. Conducting and publishing a report on an Uptown parking summit attended by approximately 80 community members (2005).
- e. Drafting and publishing a plan to calm traffic in the Laurel Street corridor between Fourth and Sixth Avenues that provided the basis for a \$430,000 grant from Caltrans to the City of San Diego and SANDAG for further study of traffic and transit options (2005).
- f. Preparing a comprehensive study of parking needs in a 12-block area in central Hillcrest, using an earlier (2002) study as a foundation. Both studies examined: (1) existing and future need for public parking; and (2) potential sites for a parking garage. The most recent study also analyzed financial considerations associated with real-estate acquisition, construction, and operation of a public parking garage (2005).
- g. Preparing a plan for immediate and longer-term improvements to parking, traffic, and walking conditions in the Five Points commercial center; this plan is detailed in section D. RECENT ACTIVITIES AND ACCOMPLISHMENTS below.

3. COMMUNITY PROJECTS

Uptown Partnership, Inc. has a history of initiating and participating in City of San Diego capital improvement projects that enhance parking, driving, and walking in Uptown. Several examples will illustrate these efforts; for the most recent projects, refer to section D. RECENT ACTIVITIES AND ACCOMPLISHMENTS below.

- a. Available on-street public parking increased as a result of converting parallel parking to angle parking and adding curb-side spaces where possible in Uptown.
- b. Washington Street median improvements have added landscaping and aesthetic enhancements to the neighborhood.

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- c. Installation of way-finding signs that direct drivers to privately-owned public parking lots helps them locate parking convenient to their destinations.
- d. University Avenue median improvements east of Tenth Avenue add aesthetic enrichment and safety features.
- e. Reconstruction of the sidewalks and intersections on the 1200 and 1400 blocks of University Avenue improves pedestrian conditions and calm traffic.
- f. Funding more than 55% of the reconstruction of Normal Street between University Avenue and Blaine Street and ensuring neighborhood input into the project; this project is detailed in section D. RECENT ACTIVITIES AND ACCOMPLISHMENTS below.

4. COMMUNITY RELATIONS

In all its programs, Uptown Partnership, Inc. works closely with the Uptown community. Several examples will illustrate these community relations efforts; for the most recent activities, refer to section D. RECENT ACTIVITIES AND ACCOMPLISHMENTS below.

- a. The Board of Directors is comprised of business people and residents of Uptown who volunteer their time and expertise to oversee the Partnership's programs, outreach, fiscal soundness, and organizational management.
- b. Staff writes the work plans for projects and studies to include public participation as an important element whenever possible.
- c. The Executive Director and staff maintain close contact with key community organizations by regularly attending their meetings and providing updates on specific issues. Organizations include Hillcrest Association (BID), Hillcrest Town Council, Mission Hills Association (BID), Mission Hills Town Council, Bankers Hill-Park West community group, Downtown Parking Management Group, MTS, and Uptown Planners.
- d. The Executive Director and staff work with other community leaders to mitigate neighborhood impacts of City capital improvement projects during the construction phase when travel on streets and sidewalks is disrupted and access to businesses is constrained.
- e. The Partnership keeps the community informed through periodic newsletters, distribution of printed and electronic notices for neighborhood workshops, and its web site at www.uptownpartnership.org.
- f. The Partnership routinely provides public notice of Board of Directors' meetings and posts the agendas and minutes on its web site.
- g. The Partnership sells City of San Diego parking cards to the public, which brings people in the door daily with their questions and comments to which the staff responds.

B. SCOPE OF SERVICES/PROGRAM BUDGET FY 2007-08

1. SCOPE OF SERVICES

- a. In accordance with City Council Policy 100-18, Uptown Partnership, Inc. shall render the following Scope of Services on behalf of the Uptown Community Parking District. Allocations for these services are in the Program Budget below.
- b. The Scope of Services for Uptown Community Parking District is comprised of elements of the Program Budget:
 - Studies (Consultants);
 - Projects (Construction);
 - Community Relations (Staff);
 - Capital Projects Financing; and
 - Contingency Financing.
- c. The remainder of the Program Budget falls into two categories – Administration: Staffing and Administration: Office Operations – which support the Partnership's Corporate Business and Organizational Management activities necessary to fulfill the Scope of Services.

2. PROGRAM BUDGET CONTEXT

- a. The Program Budget reflects a work planning process conducted by the staff and Board of Uptown Partnership, Inc. The first part of this process involves selecting and ranking activities for the coming fiscal year and identifying possibilities for the future. The second part entails budgeting for the personnel, consulting, construction, and cash outlays associated with these activities.
- b. During the fiscal year, Uptown Partnership, Inc. may adjust its priorities within its work plan and program budget to take advantage of unforeseen factors such as income generation, funding availability, and support from political leaders, City staff, and the community.
- c. The Program Budget for FY 2007-08 includes a forecast for studies and projects in FY 2009 in order to demonstrate the Partnership's strategic planning approach. Studies done in FY 2007-08 will result in projects in FY 2008-09; studies done in FY 2008-09 will result in projects done in FY 2009-10, and so on. As any forecast, this one will change as conditions change; however, a significant benefit of planning ahead is to maintain focus on providing an excellent return on investment (ROI).

3. DETAILED PROGRAM BUDGET AND ACTIVITIES – *NEXT PAGE*

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Program Budget FY 2007-08	FY 2008 CPD Funds	FY 2008 Other Funds	FY 2008 Program Budget	FY 2009 Studies & Projects Forecast
STUDIES [Consultants]	150,000	0	150,000	157,000
Uptown Parking Investment Analysis In FY 2008, analyze alternatives and develop agreement with City of San Diego on acceptable types of private investments for parking meter revenues; In FY 2009, continue needed analysis	50,000	0	50,000	25,000
Uptown Meter and Parking Use Study Conduct comprehensive analysis of on-street meter use and parking patterns in context of community land uses and traffic; Prepare recommendations to maximize usability of existing on-street parking spaces; Anticipate completion in FY 2008	40,000	0	40,000	0
Library-Florence School Shared Parking Design Mission Hills-Hillcrest Library plans include 90 public parking spaces; In FY 2008, staff community work will be augmented by consulting expertise on design and feasibility issues; In FY 2009, continue needed analysis	10,000	0	10,000	25,000
Hillcrest Garage Feasibility Update Review feasibility of siting a public parking garage in central Hillcrest in FY 2009	0	0	0	25,000
Washington Intersections @ 4th & 5th Design Design facilities to improve pedestrian access across Washington Street from the Medical Center; Identified in Partnership's evaluation of pedestrian safety and the traffic calming study; Anticipate completion in FY 2008	20,000	0	20,000	0
Normal St: Blaine to Lincoln [DMV project] State DMV has stated its intent to redevelop its property on Normal Street, which provides an opportunity to plan additional public parking and reconstruction of the adjoining median; In FY 2009, continue analysis as needed	10,000	0	10,000	11,000
Bankers Hill-Park West Streetscape Design Develop urban design concept in conjunction with Hillcrest Mobility Plan for improved vehicle and pedestrian movement; Anticipate completion in FY 2008	20,000	0	20,000	0
Studies to be Defined in FY 2007-08 Forecast assumes a roughly equivalent level of commitment to studies in FY 2009 See 'Administration: Staffing' below for associated staff costs for Studies	0	0	0	71,000
PROJECTS [Construction]	425,010	0	425,010	774,000
Fourth & Quince Improvements Contribute matching funds to City grant application of ~\$260,000; \$25,000 intended for flashing crosswalk; City receipt of grant controls schedule	25,000	0	25,000	0

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Program Budget FY 2007-08	FY 2008 CPD Funds	FY 2008 Other Funds	FY 2008 Program Budget	FY 2009 Studies & Projects Forecast
Washington & Goldfinch Improvements	10,000	0	10,000	0
Add funds requested by Mission Hills BID and approved by Board in 2005 to CIP for construction of traffic calming and sidewalk improvements; \$168K already transferred to CIP; Anticipate FY 2008 completion				
Washington Intersections @ 4th & 5th	0	0	0	135,000
In FY 2009, install facilities to improve pedestrian access across Washington from the Medical Center; Coordinate with results of Hillcrest Corridor Mobility Plan				
Uptown Flashing Crosswalks	80,850	0	80,850	89,000
In each FY, install pedestrian-operated flashing crosswalks at three Uptown intersections identified primarily by community input and need				
Hillcrest Intersection Improvements	24,000	0	24,000	0
Install pedestrian advance and count-down signals and ladder crosswalks at five intersections identified with assistance of Traffic Engineering; Anticipate completion in FY 2008				
Uptown Parking Investments	100,000	0	100,000	100,000
Identify opportunities to invest funds in private development to provide additional public parking; Project opportunities include: Scripps-Mercy expansion; AT&T at 635 Robinson; Village Hat Shop; St. Paul's cathedral expansion				
Uptown Multi-space Meter Installations	5,160	0	5,160	12,000
In FY 2008, install multi-space meters for new diagonal parking on San Diego Avenue and Normal Street; In FY 2009, identify other locations based on community need				
Library-Florence School Shared Parking Facilities	15,000	0	15,000	100,000
In FY 2008, fund parking lot improvements required for public use of Florence School parking lot on evenings and weekends; Contribute funding for shared parking in FY 2009				
Normal St: Blaine to Lincoln [DMV project]	0	0	0	100,000
State DMV has stated its intent to redevelop its property on Normal Street, which provides an opportunity to add public parking and reconstruct the adjoining median				
Five Points Parking and Traffic Improvements	165,000	0	165,000	0
Fund 50% of permanent curb improvements in written plan approved by City Traffic Engineering and neighborhood; Seek redevelopment funds for remaining 50%				
I-5 Freeway Underpass Improvements at Washington Street	0	0	0	88,000
Install landscape, sidewalk, and lighting improvements with Caltrans cooperation to improve access and safety between commercial area and trolley station				
Bankers Hill-Park West Improvements	0	0	0	150,000
Install traffic calming and parking improvements in conjunction with Hillcrest Mobility Plan for improved vehicle and pedestrian movement and neighborhood streetscape design				
See 'Administration: Staffing' below for associated staff costs for Projects				

000204

Program Budget FY 2007-08		FY 2008 CPD Funds	FY 2008 Other Funds	FY 2008 Program Budget	FY 2009 Studies & Projects Forecast
COMMUNITY RELATIONS [Staff] Cf. Administration: Staffing		0	181,130	181,130	
Parking Card Program Sales and Management Program Assistant sells cards, provides public assistance, manages card program and reseller sales; Parking card purchases are source of "Other Funds" in this budget section Construction Mitigation Executive Director works with Council offices and BIDs to alleviate public project impacts on neighborhoods Utility Art Box program Partnership staff coordinates efforts of volunteer artists and provides art supplies to paint sidewalk utility boxes; Partnership assumes maintenance of painted boxes Public Awareness Partnership staff prepares newsletter periodically for distribution to 2,200 recipients, maintains current information on website, and provides parking information to public Community Organizations Liaison Executive Director maintains close working relationships with City staff, community leaders, and political representatives and attends numerous meetings in community Uptown Transit Corridor Monitoring Staff Planner coordinates community responses to transit changes proposed by MTS three times per year See 'Administration: Staffing' below for associated staff costs, which are the primary expenditures for this category					
CAPITAL PROJECTS FINANCING		2,373,720	0	2,373,720	
Uptown Parking Projects Outcome of Uptown parking investments and Hillcrest garage feasibility will determine expenditure of these funds					
CONTINGENCY FINANCING		15,000	0	15,000	
Hillcrest Corridor Mobility Plan Caltrans grant for this study is premised on community involvement; Partnership is responsible for the public outreach element, which may require unforeseen expenditures (e.g., public relations consulting, mass mailings, media expenses) to ensure a sufficient level of public involvement					
ADMINISTRATION: STAFFING		174,600	0	174,600	
Studies: Staff compensation allocated for work on studies detailed above		20,960	0	20,960	
Projects: Staff compensation allocated for work on projects detailed above		129,210	0	129,210	

000205

Program Budget FY 2007-08	FY 2008 CPD Funds	FY 2008 Other Funds	FY 2008 Program Budget	FY 2009 Studies & Projects Forecast
Community Relations Staff compensation allocated for work on community relations detailed above	12,200	0	12,200	
Corporate Business Staff compensation allocated for work on these programs	6,990	0	6,990	
Board & Committee Support				
Legal & Corporate Matters				
Organizational Management Staff compensation allocated for work on these programs	5,240	0	5,240	
Staff Work Planning & Assessment				
Fiscal Management				
Office Systems & Equipment Maintenance				
ADMINISTRATION: OFFICE OPERATIONS	130,720	181,130	311,850	
Rent & Utilities	34,690	0	34,690	
Insurance	11,960	0	11,960	
Parking Card and Reload Purchases	0	181,130	181,130	
Services, Supplies, Maintenance & Repairs	51,570	0	51,570	
Professional Services	32,400	0	32,400	
Estimated FY 2007-08 contract amount	3,269,060	0	3,269,060	

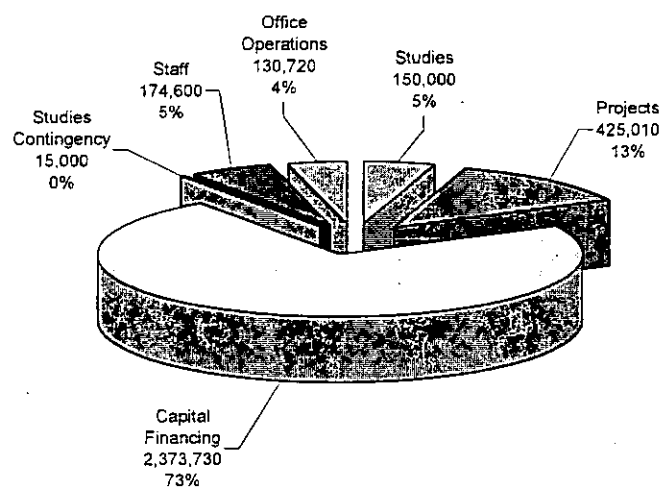
Personnel (\$174,600) as percent of program budget (\$3,269,060)

5.3%

Total administration (\$305,325) as percent of program budget (\$3,269,060)

9.3%

Program Budget FY 2007-08 w/ Capital Financing



C. OPERATING BUDGET FY 2007-08

1. OPERATING BUDGET CONTEXT

- a. The operating budget summarizes the expected income received and expenses paid in the coming fiscal year.
- b. Entries are recorded consistently with the QuickBooks chart of accounts that Uptown Partnership, Inc. has established to maintain its financial records.
- c. The operating budget assumes that income and expenses will be equal because the source of funding for Uptown Partnership, Inc. is reimbursement of expenditures under the contract to administer the Uptown Community Parking District.
- d. Net Income (\$2.37M) equals the amount of Capital Projects Financing being accrued to meet the capital costs of constructing off-street parking facilities.

2. DETAILS OF OPERATING BUDGET – *NEXT PAGE*

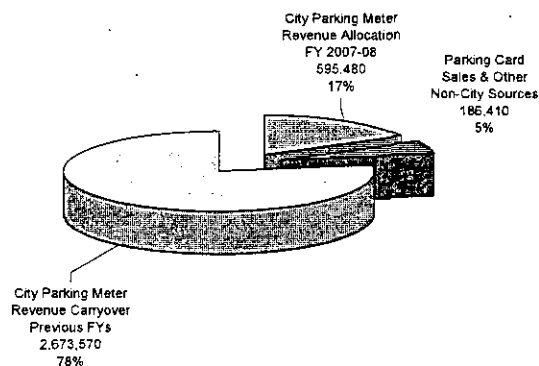
Operating Budget: Chart of Accounts	FY 2008 CPD Funds	FY 2008 Other Funds	FY 2008 Total
Ordinary Income/Expense			
Income			
4000 · CPD Parking Meter Revenue Allocation	595,480	0	595,480
4600 · Parking Card Sales Income	0	180,570	180,570
4650 · Parking Card Shipping Income	0	560	560
4675 · Other Parking Card Sales	0	70	70
4950 · Interest Income	0	500	500
4975 · Misc Income [e.g., single-time deposits]	0	4,710	4,710
Total Income	595,480	186,410	781,890
Cost of Goods Sold			
5000 · Cost of Goods Sold	0	181,130	181,130
Gross Profit	595,480	5,280	600,760
Expense †			
7015 · Bank Service Charges	80	0	80
7025 · Computer Software & Maintenance	10,140	0	10,140
7028 · Credit Card Service Charges	2,770	0	2,770
7040 · Dues and Subscriptions	540	0	540
7050 · Employee Training	550	0	550
7051 · Meetings, Conferences & Seminars	2,850	0	2,850
7060 · Equipment Rental	2,780	0	2,780
	9,490		
7071 · Employee Fiduciary Bond	420	0	420
7073 · General Liability	4,840	0	4,840
7074 · Workers Compensation	3,730	0	3,730
7075 · Directors & Officers Liability	2,970	0	2,970
7080 · Interest & Finance Charges	120	0	120
7095 · Licenses and Permits	170	0	170
7100 · Marketing and Events	770	0	770
7120 · Miscellaneous Expense	460	0	460
7130 · Office Supplies and Services	7,180	0	7,180
	8,700		
7141 · Accounting & Auditing	22,260	0	22,260
7144 · Legal [\$20K pro bono retainer w/ law firm]	0	0	0
7145 · Planning Consultants [Studies]	150,000	0	150,000
7142 · Graphics Design	17,600	0	17,600
7146 · Outside Contractors (e.g., security)	3,970	0	3,970
	21,570		
7160 · Payroll Expense	174,600	0	174,600
7161 · Director's Salary	65,100	0	65,100
7162 · Office Wages	82,980	0	82,980
7163 · Employee Benefits	11,440	0	11,440
7164 · Payroll Tax Expense	15,080	0	15,080
7170 · Postage and Shipping	4,575	0	4,575
7180 · Printing and Reproduction	6,860	0	6,860

Operating Budget Chart of Accounts	FY 2008 CPD Funds	FY 2008 Other Funds	FY 2008 Total
Ordinary Income/Expense			
	11,435		
7190 · Rent	29,830	0	29,830
7210 · Sponsorships (e.g., City Fest)	80	0	80
7230 · Telephone	2,350	0	2,350
7253 · Mileage	240	0	240
7255 · Parking & Transportation	80	0	80
7260 · Utilities	2,510	0	2,510
Total Expense	506,520	0	455,325
Net Ordinary Income	88,960	5,280	145,440
Other Income/Expense			
Other Income			
8100 · Other Income			
CPD carryover funds	2,673,570	0	2,673,570
Total Other Income	2,673,570	0	2,673,570
Other Expense			
9000 · Projects [Construction]	425,010	0	425,010
9000 · Contingency: Hillcrest Corridor Mobility	15,000	0	15,000
Total Other Expense	440,010	0	440,010
Net Other Income	2,233,560	0	2,233,560
Net Income = Capital Projects Financing	2,322,520	5,280	2,379,000

† Expenses=110% of previous year; except compensation=105% & health insurance=115%

» Denotes an amount counted in the total for account 7160 Payroll Expense

Income by Source FY 2007-08



D. RECENT ACTIVITIES AND ACCOMPLISHMENTS IN UPTOWN CPD

1. HIGHLIGHTS

- a. Reconstruction of Normal Street in Hillcrest will add 15-17 on-street, metered parking spaces between University Avenue and Blaine Street plus landscaping and a pedestrian refuge at the south end of the median.
- b. Re-striping for parking in Five Points (Washington Street and India Street/San Diego Avenue) will add 25-28 on-street, metered spaces in a commercial and restaurant area with heavy parking demands.
- c. Partnership staff is working with City staff to install new multi-space meters at both the Normal Street and Five Points locations.
- d. Five intersections in Hillcrest will upgrade to pedestrian advance and countdown traffic signals with ladder crosswalks in FY 2006-07.
- e. A pedestrian-activated flashing crosswalk will replace the yellow pedestrian caution light at the intersection of Fifth Avenue and Spruce Street in Bankers Hill-Park West.

2. RECENT STUDIES (CONSULTANTS)

- a. Five Points Traffic & Parking
 - o Following a neighborhood workshop attended by 35 community members, the Partnership Board created an advisory group to prepare a written plan for improvements
 - o The advisory group met monthly from June 2006 through March 2007 with Partnership and City Traffic Engineering staff to produce a plan that includes a ranked list of projects, potential funding, and construction phasing
 - o City Traffic Engineering began implementing improvements to curbs, signs, crosswalks, and existing parking spaces in FY 2006-07, producing a net gain of about three parking spaces on India Street south of Washington Street
 - o With City Council approval pending, Traffic Engineering expects to add about 25 on-street, metered parking spaces on San Diego Avenue south of Washington Street in FY 2007-08
- b. Hillcrest Corridor Mobility Plan
 - o In collaboration with City, SANDAG, and RBF Consulting, the Partnership initiated public involvement for this study in March 2007
 - o Public involvement includes three community workshops, two neighborhood walk audits,
 - o Study will recommend improvements to traffic and transit in the travel corridor along Fourth, Fifth, and Sixth Avenues from Fir Street to Washington Street
 - o The origins of this work are Partnership studies of pedestrian needs (2003) and traffic calming (2005)
 - o The consultant's work will conclude in February 2008 and, if approved, the data likely will be incorporated into an update of the Uptown Community Plan
- c. Uptown Corridor Mobility Study
 - o Partnership is a sub-recipient for a grant application submitted by the City for a Caltrans Community-based Transportation Planning Grant in October 2006
 - o Partnership staff anticipates working on the public outreach elements of the study
 - o The primary objective for the Uptown Corridor Mobility Study is to achieve community consensus on the design of traffic calming measures and bicycle, parking, transit and pedestrian improvements in the principal east-west travel corridor of Uptown (Washington Street, University Avenue, and Robinson Avenue from I-5 on the west to Park Boulevard on the east)
 - o Caltrans schedule for awarding grants for FY 2007-08 is likely to be May or June 2007; Contract with grant recipients will follow

d. Library-Florence School Joint Parking

- o Partnership is working on a concept that involves Florence School using library parking spaces during work days, which provides income to the library and frees school property for other uses
- o Urban design studio projects at the NewSchool of Architecture are collaborating to address this opportunity with design alternatives
- o The first two of three quarterly presentations at the NewSchool occurred in December 2006 and the second in early March 2007; students will present final projects in June 2007
- o In response to requests from Council Districts 2 and 3, City Real Estate Assets staff stated their intent to publicize an RFP for leasing the parking lot (about 40 spaces) at the site until library construction begins; Partnership staff will continue to assist in identifying a lessee

3. RECENT PROJECTS (CONSTRUCTION)

a. Normal Street Median Reconstruction

- o Partnership Board committed \$25K to a work order in July 2006 that allowed City Traffic Engineering to begin construction drawings while Council approval for the Capital Improvement Project (CIP) was pending
- o Partnership Board added \$56,250 from contingency funds to fully fund this project after another City funding source reduced its allocation due to cost requirements of another project
- o Project will net 15-17 additional metered parking spaces, landscape the median, provide a pedestrian refuge midway across a wide intersection, and install 4-way stop at Blaine
- o Partnership and City staff will present this project to the neighborhood and to Uptown Planners before construction begins, which is anticipated in FY 2007-08
- o The Partnership will address the block between Blaine Street and Lincoln Street in conjunction with the recently-announced DMV redevelopment project as it proceeds

b. Fourth & Quince Pedestrian Improvements

- o Staff collaborated with City Traffic Engineering staff to design a pedestrian crossing and appropriate caution signage for oncoming traffic at the intersection of Quince Street bridge and Fourth Avenue
- o City is seeking grant of \$260K, and Partnership is contributing \$25K in matching funds for pedestrian safety features

c. Washington-Goldfinch Improvements

- o City has established a CIP to construct traffic calming and sidewalk improvements according to the Mission Hills plan for this area
- o Partnership has allocated \$168K to the CIP and has approved \$10K more requested by the Mission Hills BID in 2005
- o City expects to begin construction in August 2007

d. Multi-space Meter Installations

- o At the Partnership's request, the City replaced the unusable Reino meter on the 1400 block of University Avenue with a Cale pay-and-display meter (test model) of the same type used in the Downtown pilot program
- o Partnership staff created posters and postcard-size instruction cards for the merchants on the 1400 block of University Avenue to distribute to patrons
- o Hillcrest Association and the City requested copies of the instruction cards as well
- o City staff has presented a favorable report on the Downtown multi-space meter pilot program using Cale equipment and likely will recommend contracting with Cale for equipment and services
- o Partnership staff members are looking into the procedure for obtaining Cale multi-space meters for priority areas in Five Points, Normal Street, and Ft. Stockton Street that have been identified in previous studies

e. Intersection Upgrades

- o Five intersections in Hillcrest will upgrade to pedestrian advance and countdown traffic signals with ladder crosswalks in FY 2006-07; they are on University Avenue at Fourth and Sixth Avenues and at Park Boulevard and on Washington Street at Fourth and Fifth Avenues
- o Two intersections in Five Points will upgrade in FY 2007-08; they are on Washington Street at India Street and at San Diego Avenue
- o Possible upgrades in FY 2007-08 for intersections to be identified in studies underway in Bankers Hill-Park West

f. Flashing Crosswalks

- o Completion expected in 2007 for a pedestrian-activated flashing crosswalk at intersection of Fifth Avenue and Spruce Street in Bankers Hill-Park West
- o Potential for installation at Fourth Avenue and Quince Street, at Quince Street Bridge, pending a SANDAG grant award to City
- o Partnership staff will identify at least one other Uptown intersection for installation of a flashing crosswalk in FY 2007-08

4. COMMUNITY RELATIONS

a. Parking Advisory Board

- o The President of the Partnership's Board sits on the City Parking Advisory Board, which meets monthly to consider parking issues of citywide significance

b. Parking Card Program

- o Anticipate sales of \$174K worth of cards and reload time directly to public Monday-Friday in FY 2006-07
- o Neighborhood businesses serving as satellite resellers expected to distributed \$56K of cards and reload time in FY 2006-07

c. Web Site

- o Staff collaborated with a professional web site designer to give the existing web site a new look and updated content
- o The updated site, which features the people and programs of the Partnership as well as useful City parking information and links, was unveiled in November 2006
- o The web site continues to provide online purchasing for parking cards

d. Utility Art Box Program

- o Program Assistant created a comprehensive Access data base for the artists, locations, and other relevant information for over 100 boxes painted to date
- o Attention currently is focused on the assessing condition of existing boxes and determining maintenance requirements

e. Public Awareness

- o Executive Director presented a case study for Uptown CPD at the American Planning Association's Parking Symposium in San Diego in July 2006
- o Staffed a booth at annual City Fest, one of San Diego's most popular street fairs; sold parking cards and answered questions about Partnership activities in community
- o Produced newsletters for distribution to 2,200 recipients
- o Updated newsletter distribution list in January 2007
- o Staff responds daily to parking card purchasers who have questions and comments about parking in Uptown and Downtown

f. Community Organizations Liaison

- o Executive Director attends regularly-scheduled meetings of Uptown Planners, Hillcrest Association (BID), Hillcrest Town Council, Mission Hills Association (BID), Mission Hills Town Council, and Bankers Hill-Park West Community Group to update on Partnership activities

- Staff Planner attends meetings of the Friends of the Mission Hills-Hillcrest Library to provide information and coordinate decision-making on parking; Staff Planner also brings together key people for NewSchool of Architecture design project addressing library-school joint use
- Project Planner attends bi-monthly meetings of the Downtown Parking Management Group to monitor for transferable concepts and programs
- g. Uptown Transit Corridor Monitoring
 - Staff Planner attends three workshops per year concerning MTS transit proposals to change service in Uptown and coordinated responses to MTS by Uptown Planners, Mission Hills Association, and Hillcrest Association
 - In response to MTS proposals, Staff Planner solicits and coordinates comments from community organizations

5. CORPORATE BUSINESS

- a. Board of Directors Strategic Planning
 - Under the guidance of a professional facilitator, the Partnership Board reached a consensus in October 2006 to defer purchasing land to construct a parking garage in central Hillcrest until City financing can be assured
 - In the meantime, the Partnership will fund other projects that increase the availability of parking in Uptown
 - The Board has scheduled another strategic planning session for October 2007
- b. Committee Structure
 - The Partnership Board will appoint an ad hoc Audit Committee to oversee its FY 2006-07 financial audit
 - Although not required, the Partnership plans to apply the guidelines of the California Nonprofit Integrity Act for financial audits in addition to the Generally Accepted Accounting Principles (GAAP) that it always has applied

6. ORGANIZATIONAL MANAGEMENT

- a. Information and Communications Systems
 - Staff inaugurated Point of Sale (POS) software and integrated it with inventory records in QuickBooks, which has eliminated inconsistencies between physical inventory counts and QuickBooks records
 - Financial records in QuickBooks have been set up on the network server so that the independent bookkeeper can access them remotely, increasing efficiency and reducing costs
- b. Staffing and Training
 - Promoted part-time Administrative Assistant to full-time Program Assistant with responsibility to manage Parking Card program
 - Re-assigned full-time Operations Manager to Project Manager with responsibility for specified projects and studies
 - Program Assistant completed basic and intermediate Microsoft Access training
 - Executive Director completed 18 hours of training in Strategic Negotiation Skills at Pepperdine Law School's Straus Institute for Dispute Resolution in June 2006
 - Staff continued to meet regularly (2x/month) to give individual work updates, review operations, plan and coordinate activities, and share a training exercise

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E. RECOMMENDATIONS FOR CONSIDERATION

In the past year, two issues have surfaced that affect some or all of the Community Parking Districts. The Partnership's Executive Director has discussed these concerns with its Board of Directors and representatives of the Community Parking Districts. Finding solutions will require a plan of action and collaboration among Community Parking Districts, City staff, the Parking Advisory Board, and the City Council. Uptown Partnership, Inc. is ready to engage these issues.

1. STANDARDIZE CITY-CPD PROCEDURES FOR INSTALLING AND REMOVING PARKING METERS

- a. According to Council Policy 100-18, a Community Parking District (CPD) pays 45% of the installation cost for meters in new locations and a property or business owner can directly request that Traffic Engineering install new meters in front of his or her property. This situation raises several related issues.
- b. How can CPDs help establish a consistent procedure that will involve them in this process if the property or business owner does not do so? What City policies or procedures determine how or if a CPD will be engaged in the decision-making process? CPDs likely would address the suitability of the new meters for the location, especially with respect to proximity to other metered areas, CPD plans, or related considerations.
- c. If an installation request from a property or business owner does not conform to an existing CPD plan or project, should the CPD still be responsible for 45% of the cost? If individual requests can supersede planning, the planning process is undermined.
- d. If the City pays only 55% and the proposed installation does not conform to a CPD plan or project, can the property or business pay the remaining 45% share? If so, how would that arrangement be made?
- e. Conversely, City staff removes parking meters for various reasons. Sometimes it consults with the CPD, sometimes not.
- f. How can CPDs help establish a consistent procedure for removing parking meters that involves the relevant CPD in the decision-making?

2. ADOPT CPD ENABLING ORDINANCES FOR LOCAL PARKING MANAGEMENT ISSUES

- a. Some parking-related changes that have only a local impact require Council adoption of an ordinance under state law, for example, creating diagonal parking on a block or two of a neighborhood. In the Uptown CPD, getting approval to add diagonal parking in Five Points likely will take six or more months from the time the City staff, CPD Board, and neighborhood all agreed to take this action. This delay simply is an outcome of the current legal framework.
- b. The ordinance requirement was problematic for the Downtown CPD when it sought to conduct a pilot program that would test varying parking rates. Changing parking rates requires a Council ordinance. The Council overcame this challenge by adopting an ordinance that enabled the Downtown CPD to change parking rates within described parameters.
- c. This approach could be a model for the Council to adopt an enabling ordinance for CPDs to allow them to create angle parking, change parking rates to reflect market conditions, and enact similar community improvements.
- d. The Parking Advisory Board is an appropriate body to analyze this issue and recommend a Council policy to adopt an ordinance for each CPD. Parameters for these ordinances could reflect the general similarities of all the CPDs as well as recognize the distinctions.
- e. Such ordinances would enable the CPDs to manage their responsibilities more efficiently while maintaining Council oversight and compliance with state law.

000215

Mid-City Community Parking District

El Cajon

University Height

Golden Hill

000217



**El Cajon Boulevard Business Improvement Association on behalf of the
Mid-City Community Parking District**

FY 2008 Scope of Work

Parking Enhancement

In accordance with City Council Policy 100-18, the following Scope of Services shall be rendered by the El Cajon Boulevard Business Improvement Association on behalf of the Mid-City Community Parking District. In conjunction with the City of San Diego the Contractor will evaluate parking enhancement opportunities and recommend solutions.

Angle Parking Assessment – The Contractor will evaluate street widths and curbcut locations to identify appropriate sites for the use of angle parking. The Contractor will seek community support of adjacent residents and property owners for its installation through mailings and public meetings. The Contractor will write a report which that specifically identifies up to 12 blocks for projects where the streets are physically capable of angle parking without diminishing safety and security. The report will be delivered by the end of the contract period. The Contractor will also work with the City to review angle parking standards, including 90 degree (head-in) parking opportunities. The review will consist of analysis of parking gains by converting to angled or 90 degree parking and demonstration of best practices used in other municipalities around the country. The Contractor will seek three locations for pilot projects using standards alternative to current City parking standards. The Contractor will write a report which specifically identifies the three locations and the parking gains associated with converting to 90 degree (head-in) parking. The Contractor will also negotiate with the City for a waiver of traditional City Standards and the projects will be implemented pending City approval:

Hired Transportation Consultant	\$10,000
Hired Land Use Consultant	\$5,000
El Cajon BIA Staff	\$3,000
Materials	\$500
TOTAL: Angle Parking Assessment	\$18,000

Parking Impact Assessment – The Contractor will evaluate the length of El Cajon Boulevard for purposes of identifying daytime and evening parking utilization, and recommend locations for additional use of metered parking and time limited parking. In a report the Contractor will evaluate and recommend meter time limits and hourly rates. The report will be delivered by the end of the contract period.

Hired Transportation Consultant	\$21,000
El Cajon BIA Staff	\$2,000
Materials	\$1,000
TOTAL: Parking Impact Assessment	\$ 24,000

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Traffic Calming Assessment – In a written report, the Contractor will identify and recommend locations for various traffic calming measures including up to six locations for crosswalk enhancements (pop outs), two locations for electronic speed indicators, and twelve locations for pedestrian countdown indicators. The report will be delivered by the end of the contract period.

Hired Land Use Consultant	\$3,000
Hired Transportation Consultant	\$1,000
El Cajon BIA Staff	\$1,000
Materials	\$1,000
TOTAL: Traffic Calming Assessment	\$6,000

In Lieu Fee Ordinance – The Contractor will review feasibility of establishing a method of partially replacing the required off-street space requirement for changes in use of business properties, and for certain new infill development projects with an in-lieu fee option in order to facilitate economic development opportunities. The Contractor will work with City staff on ordinance language and will recommend options for its use.

Hired Land Use Consultant	\$3,000
El Cajon BIA Staff	\$2,000
Materials	\$1,000
TOTAL: In Lieu Fee Ordinance	\$6,000

Public Information

Newsletters - The Contractor will produce four printed outreach pieces to be distributed within its borders, explaining the components of its parking enhancement program.

Hired Land Use Consultant	\$3,000
El Cajon BIA Staff	\$2,000
Printing and Mailing	\$7,000
TOTAL: Newsletters	\$12,000

Outreach – The Contractor will attend meetings with community-based organizations within the bounds of the Mid-City District to communicate issues related to parking impacts, and seek written feedback.

Hired Land Use Consultant	\$3,000
El Cajon BIA Staff	\$3,000
TOTAL: Outreach	\$6,000

Surveys - The Contractor will produce and distribute two resident and business surveys seeking feedback regarding parking problems and potential solutions.

Hired Land Use Consultant	\$2,000
El Cajon BIA Staff	\$2,000
Printing and Mailing	\$2,000
TOTAL: Surveys	\$6,000

Website - The Contractor will develop and maintain a website as a repository for parking related matters.

Hired Land Use Consultant	\$1,000
El Cajon BIA Staff	\$3,000
Materials	\$800
Website Fee	\$200
TOTAL: Website	\$5,000

Pedestrian and Transit Enhancement

Pedestrian Master Plan – The Contractor will evaluate the existing non-motorized pedestrian plan for the 40th Street corridor adjacent to the route 15 freeway. In a written report, The Contractor will recommend methods of enhancing pedestrian movement and maximizing on-street parking. The report will be delivered by the end of the contract period.

Hire Land Use Consultant	\$30,000
Hire Transportation Consultant	\$20,000
El Cajon BIA Staff	\$6,000
Materials	\$4,000
TOTAL: Pedestrian Master Plan	\$60,000

Bus Rapid Transit – The Contractor will coordinate and attend meetings with public transit agencies including the Metropolitan Transit System (MTS) and the San Diego Association of Governments (SANDAG) in evaluating and implementing transit enhancements including the Boulevard Showcase BRT, Route 15 Centerline BRT, and the development of the proposed transit infrastructure at the Boulevard Transit Plaza, and will provide written comments as appropriate. These comments are part of the Contractor's files and are available to the City by request. The Contractor will also develop and maintain a website (centerlinetransit.com) that will allow community members to keep updated and stay involved with the centerline project.

Hired Land Use Consultant	\$5,000
El Cajon BIA Staff	\$3,000
Materials	\$800
Website Fee	\$200
TOTAL: Bus Rapid Transit	\$9,000

Public Improvements

Physical Improvements - The Contractor will recommend revenue allocations where appropriate for installation of crosswalk enhancements, pedestrian countdown indicators, electronic speed indicators, unused driveway closures, and installation of additional parking meters.

Breakdown:

12 Countdown Indicators	\$ 24,000
2 Electronic Speed Indicators	\$ 24,000
6 Driveway Closures	\$ 60,000
40 Meter Installations	<u>\$ 30,000</u>
Total	\$138,000

Public Art - The Contractor will continue a public art program via the decorative and thematic painting of up to 50 utility boxes along the El Cajon Boulevard public right-of-way.

Hired Art Consultants	\$20,000
El Cajon BIA Staff	\$5,000
Materials	\$5,000
TOTAL: 50 Utility Box paintings	\$ 30,000

**000229 El Cajon Boulevard Business Improvement Association on behalf of the
Mid-City Community Parking District**

Plan Budget

Parking Enhancements		\$54,000
Angle Parking Assessment	\$18,000	
Parking Impact Assessment	\$24,000	
Traffic Calming Assessment	\$6,000	
In-Lieu Fee Ordinance	\$6,000	
Public Information		\$29,000
Newsletters	\$12,000	
Outreach	\$6,000	
Surveys	\$6,000	
Website	\$5,000	
Pedestrian and Transit Enhancement		\$69,000
Pedestrian Master Plan	\$60,000	
Bus Rapid Transit	\$9,000	
Public Improvements		\$168,000
Crosswalk Enhancements	\$10,000	
12 Countdown Indicators	\$24,000	
2 Electronic Speed Indicators	\$24,000	
6 Driveway Closures	\$60,000	
40 Parking Meters	\$32,000	
12 Utility Box paintings @ \$600	\$30,000	
Administration		<u>\$48,000</u>
Staff	\$12,000	
<i>(administrative oversight)</i>		
Technical Assistance	\$24,000	
<i>(information systems, evaluation and working with contractors)</i>		
Non-personnel	\$12,000	
<i>(rent, utilities, supplies, insurance)</i>		
Sub-Total		\$368,000.00
Contingency		<u>\$ 40,000.00</u>
Total		\$408,000.00
Reserve (Future Capital Improvements)		<u>\$140,000.00</u>
GRAND TOTAL		\$548,000.00



**University Heights Community Development Corporation
Sub Area of the Mid-City Community Parking District
Annual Plan and Budget – FY 2007 – 2008**

Introduction and Brief History

The University Heights Community Development Corporation ["UHCDC"] has been in existence since 1987, receiving its 501(c) (3) non-profit designation in 1992. The UHCDC manages a sub area of the Mid-City Community Parking District. This University Heights area was officially recognized as an independent sub area under the Mid-City Community Parking District in 1999 because of the serious parking problems in its business district. Being an older community, the main commercial area is a combination of mixed use properties with several commercial uses that have late hours. Consequently, the commercial parking flows over to the adjacent residential areas creating many conflicts between business owners and residents.

Community Issues and Involvement

Since then the UHCDC has completed and implemented Phase I of a Parking & Mobility Study; added angle parking where feasible, a pedestrian refuge crossing to its neighborhood park, improved pedestrian safety with crosswalks and stop signs. It has joined with residents to resolve parking issues with late night businesses, one of which has initiated valet parking as a result. Board members participate in and sit on the boards of various other organizations – Uptown Planners, Greater North Park Planning Committee, UH Park & Recreation Council, UH Maintenance Assessment District, UH Planning Committee and the University Heights Community Association ["UHCA"].

The UHCDC works with the UHCA in resolving issues that are raised by residents at its monthly meetings. The UHCDC has had bike lanes and stop signs installed on several streets, and this year included the UHCA design concept on Washington Street that borders the University Heights neighborhood into a Caltrans grant proposed by the Uptown Planners and the Uptown Parking District for the three major east/west corridors of Washington Street, University Avenue and Robinson Street. This grant incorporates pedestrian safety, traffic calming, mitigation of traffic congestion, and increasing methods of facilitating greater use of public transit.

Proposed Activities for FY 2008

The program budget consists of operating expenses for office and meeting space -- 40% of total budget. Each week approximately 16 hours of parking activities take place in the office and meeting space.

The program budget consists of marketing expenses of \$250 – 1% of total budget. Outreach and promotion will be through sales of meter cards in the office, at special promotional events, availability through the proposed website, and articles in the *University Heights News*.

000222



COMMUNITY DEVELOPMENT CORPORATION

**University Heights CDC - Community Parking District
Annual Plan and Budget - FY 2007 - 2008
(Continued)**

In addition the program budget consists of the following two projects: (1) Work plan to complete Phase II of Parking Mobility Study by The Mission Group using carryover of balance from FY 2007 of \$13,725 - 40% of total budget. This may also include review of handicap parking in area whether adequate; review of parking zones to free up additional spaces; angle parking south side on the rest of Meade Avenue between North Avenue and Campus, which will require School District sign off; completion of reduction to only one lane on Mission Avenue with bike lane; pedestrian pop outs on south east & north east corners of El Cajon Boulevard at Park Boulevard that was omitted from update of this intersection several years ago; evaluation on how parking around neighborhood park can be increased.

(2) Website design, implementation and staff training by Kristin Harms Design - Project Estimate \$5,700 - 19% of total budget. This project will provide greater outreach and promotion of the City's Community Parking Program through surveys, e-newsletter, updates on parking innovations by the City, including links to other parking informational sites.

COMMUNITY PARKING DISTRICT

Operating Budget Template

000223

PROPOSED OPERATING BUDGET FY 2008

CHART OF ACCOUNTS	CDP Funds	Other Funds	Total
Ordinary Income/Expense			
Income			
CPD	191,070	0	191,070
Other (e.g. Sale of Parking Cards)	1,000	0	1,000
Total Income	192,070	0	192,070
Expense			
Personnel	0	0	0
Executive Director	0	0	0
Administrative Assistant	0	0	0
Fica/R Expense	0	0	0
Health Insurance	0	0	0
Total Personnel	0	0	0
Operating			
Condo Fees	1,200	0	1,200
Telephone/Fax/Cell/Internet	800	0	800
Mtngs/Conf/Dues/Subscriptions	450	0	450
Printing	2,300	0	2,300
Insurance - Liability and D&O	1,350	0	1,350
Insurance-Workers Comp	0	0	0
Total Insurance	1,350	0	1,350
Postage	400	0	400
Audit	2,100	0	2,100
Accounting Services	900	0	900
Office Supplies	850	0	850
Other Expense - utilities and misc operating	450	0	450
Total Operating	10,800	0	10,800
Outreach/Promotion			
Newsletter	0	0	0
Marketing (Web Site, Brochure)	250	0	250
Specify Other	0	0	0
Total Outreach/Promotion	250	0	250
Contracts			
Contractor 1 - consultant for street improvement	13,725	0	13,725
Contractor 2 - create website	5,700	0	5,700
Total Contracts	19,425	0	19,425
Program / Reserve	161,595	0	161,595
Tentative Projects	3,048	0	3,048
Total Expense	30,475	0	30,475
Net Ordinary Income	161,595	0	161,595
Net Income	\$161,595	\$0	\$161,595

Greater Golden Hill Parking Meter District
Greater Golden Hill Community Development Corporation
2007 – 2008 Scope of Services

In accordance with City Council Policy 100-18, the following scopes of services shall be rendered by the Greater Golden Hill Community Development Corporation on behalf of the Mid-City Community Parking District:

STRATEGIC PLANNING

25th Street Renaissance Project

The GGHCDC is working directly with the City of San Diego's Capital Improvement Projects Division and Traffic Engineering to implement the following toward completion of the 25th Street Renaissance Project.

Item 1. Finalize Phase II of the Golden Hill Parking and Mobility Strategic Plan for 25th Street.

- a. Cost estimates for each recommendation or action/project;
- b. General scope of work scenario for each action or project which clearly identifies all steps involved in the approval process prior to implementation;
- c. Timing and phasing place for each action or project.

PUBLIC IMPROVMEENTS

25th Street Renaissance Project

Item 1. Complete engineering plans which include an increase of on street parking including angled on-street parking plans

Item 2. Complete traffic and pedestrian signage plans;

Item 3. Complete sidewalk and/or curb and gutter plans

Item 4. Complete Street and/or pedestrian light plans and improvements;

Item 5. Complete street tree and streetscape plans.

000225

COMMUNITY PARKING DISTRICT
Operating Budget Template

PROPOSED OPERATING BUDGET FY 2008

CHART OF ACCOUNTS	CDP Funds	Other Funds	Total
Ordinary Income/Expense			
Income			
CPD	11,968		11,968
SANDAG/CalTrans Smarth Growth Imp. Fund	0	1,500,000	1,500,000
Total Income	11,968	1,500,000	1,511,968
Expense			
Personnel	0	0	0
Executive Director	0	0	0
Administrative Assistant	0	0	0
Fica/R Expense	0	0	0
Health Insurance	0	0	0
Total Personnel	0	0	0
Operating			
Rent - Office	0	0	0
Telephone/Fax/Cell/Internet	0	0	0
Mtngs/Conf/Dues/Subscriptions	771	0	771
Printing	0	0	0
Insurance			
Insurance-Workers Comp	0	0	0
Total Insurance	0	0	0
Postage	0	0	0
Audit	0	0	0
Accounting Services	0	0	0
Office Supplies	0	0	0
Specify Other Expense	0	0	0
Total Operating	771	0	771
Outreach/Promotion			
Newsletter	0	0	0
Marketing (Web Site, Brochure)	0	0	0
Specify Other	0	0	0
Total Outreach/Promotion	0	0	0
Contracts			
City of San Diego, CIP	5,000	0	5,000
City of San Diego, Traffic Engineering	5,000	0	0
Total Contracts	10,000	0	10,000
Program / Reserve	1,197	0	0
Contingency	0	0	0
Total Expense	11,968	0	11,968
Net Ordinary Income	0	1,500,000	1,500,000
Net Income	\$0	\$1,500,000	\$1,500,000

000226

EXHIBIT B

GOLDEN HILL PARKING METER DISTRICT BUDGET

(For the July 2007 – June 2008 Contract Term)

PROGRAM / PROJECTS	3Q = 2007	4Q = 2007	1Q = 2008	2Q = 2008	BUDGET
A. STRATEGIC PLANNING					
Parking & Mobility Strategy Plan, Part I	2,500		2,500		5,000
Parking & Mobility Strategy Plan, Part II					
B. PUBLIC INFORMATION					
Public Outreach & Advertisement (SUPPLEMENTAL FUNDING)					
C. PUBLIC IMPROVEMENTS					
Professional Services: Engineering & Landscape Architect		2,500		2,500	5,000
Parking & Traffic Circulation (City: Public Works)					
D. ADMINISTRATION					
Project Administration (GH – CDC Staff)					
Non-Personnel Expenses	200	200	200	171	771
Reserve	300	300	300	297	1,197
TOTAL BUDGET	3,000	3,000	3,000	2,968	11,968

000227

Old Town Community Parking District



Old Town San Diego
Community Parking District
PO Box 82686, San Diego, CA 92138 • (619) 291-4903 • (Fax) 291-9383

Old Town Community Parking District **Scope of Activities for FY2008**

This plan is in accordance with City Council Policy 100-18.

The Old Town Community Parking District (hereafter referred to as OTCPD) obtains community input from monthly Old Town Community Parking Advisory Board (OTCPAB) and other community meetings with both residences and businesses in the Old Town district. Ideas from these meetings are incorporated as applicable. The OTCPAB, which manages the district, is made up of both residential and business owners.

All financing for the following activities will be from the Old Town San Diego Chamber of Commerce, the Old Town Business Improvement District, and/or grants.

- 1) Hire and work with consultants on a comprehensive plan to determine feasibility, site, and architectural drawings for a parking structure.
- 2) Obtain city approval of a parking facility site selection.
- 3) Evaluate intersections and streets for traffic flow and on street parking at:
 - Congress and Taylor Street
 - Juan Street at Twiggs and Harney Streets
 - San Diego Avenue at Twiggs, Harney and Conde Streets
 - Propose one-way street direction on Twiggs and Harney Streets.
 - Junction of Congress Street and San Diego Avenue and Ampudia.
- 4) Increase parking availability by:
 - Implementing angle parking on San Diego Avenue to provide additional parking spaces.
 - Evaluating existing red zones, white loading zones and commercial loading zones.
 - Exploring the availability and utilization of lots such as Caltrans and Perry's Cafe.
- 5) Hold as a minimum, two (2) community outreach meetings to receive and address issues raised by the Old Town Community.
- 6) Pursue construction funding through grants, loans, donors, and/or private investors.
- 7) Identify and implement paid parking in various locations including hours of enforcement, rates, and time limits. Implement other programs such as paid valet fees.
- 8) Evaluate and implement residential parking program in conjunction with paragraph 7 above.
- 9) Identify and arrange for alternative parking sources during construction phase.

Old Town Community Parking District

FY 2008 Budget (Draft)

July 2007 through June 2008

Accrual Basis 000230

	OT CPAB	Other Funds	TOTAL
	Jul '07 - Jun 08	Jul '07 - Jun 08	Jul '07 - Jun 08
Ordinary Income/Expense			
Income			
4 · Contributed support			
4120 · Subsidized Funding - OT Cha...		11,195.00	11,195.00
4540 · Local grants (FY07 Carryover)		26,500.00	26,500.00
Total 4 · Contributed support		37,695.00	37,695.00
Total Income		37,695.00	37,695.00
Expense			
7000 · Grant & contract expense			
7010 · Contracts - program-related		2,500.00	2,500.00
7020 · Parking Management Study		24,000.00	24,000.00
Total 7000 · Grant & contract expense		26,500.00	26,500.00
7200 · Personnel			
7120 · Staff Salaries	5,000.00		5,000.00
Total 7200 · Personnel	5,000.00		5,000.00
8100 · Operating			
8110 · Supplies	230.00		230.00
8130 · Telephone	500.00		500.00
8140 · Postage, shipping	475.00		475.00
8160 · Copier Lease	700.00		700.00
8170 · Printing & copying	675.00		675.00
8210 · Rent	1,320.00		1,320.00
Total 8100 · Operating	3,900.00		3,900.00
8300 · Travel & meetings expenses	200.00		200.00
8400 · Outreach & Promotion			
8450 · Newsletter	350.00		350.00
Total 8400 · Outreach & Promotion	350.00		350.00
8700 · Contingency @ 5%	1,795.00		1,795.00
Total Expense	11,245.00	26,500.00	37,745.00
Net Ordinary Income	-11,245.00	11,195.00	-50.00
Net Income	-11,245.00	11,195.00	-50.00

000231

Pacific Beach Community Parking District



Business Improvement District

1503 Garnet Ave.
Pacific Beach, CA 92109
Tel: 858-273-3303
Fax: 858-581-6748
www.pacificbeach.org

2006 – 2007
Board of Directors

George Ondovchak, President
AMI

Mark Tyler, Vice President
Pacific Nissan

Susan Roth, Secretary
San Diego National Bank

Carol Blomstrom, Treasurer
Lotsa Pasta

Jay Brewer
North Shores Printery

Todd Brown
Bub's Dive Bar

Greg Cooper
Marcrest, Inc.

Bill Heilmann
SuperPawn

Jim Lester
Pacwest Enterprises

Mike McNell
Prudential Financial

Heather Mitchell
School of Healing Arts

Marcia Nordstrom
PB Bar & Grill

Jaime Pursley
Citibank

Steve Smith
Tower 23 Hotel

Mike Staples
Catamaran Resort Hotel

Immediate Past President
Mark Tyler
Pacific Nissan

STAFF
Benjamin Nicholls
Executive Director

Mission Statement
To Revitalize and Promote
the Pacific Beach Community
Physically and Economically.

Community Parking District Advisory Board

The Community Parking District Advisory Board (BID Parking Sub Committee) is a joint committee amongst the Pacific Beach Planning Committee, Pacific Beach Town Council and Discover Pacific Beach. Its efforts to increase access to parking and increase parking inventory are critical to Pacific Beach's future. All three community groups have representation and four at large representatives provide ample opportunity for community input. The committee meetings are open to the public. This committee will develop a comprehensive parking management plan for Pacific Beach that encourages access to the neighborhood for new and existing customers.

Committee Chair: Mike McNeill

Proposed Activities in FY 08:

Develop short term parking initiatives including:

- Complete comprehensive parking management plan for Pacific Beach.
- Work with City of San Diego staff to develop changes to parking requirements for development projects in Pacific Beach.
- Coordinate with other community groups and agencies who participate in activities related to transportation and parking in Pacific Beach.
- Utilizing existing neighborhood communications tools to promote existing public and private parking reservoirs.
- Survey existing parking reservoirs and resources and establish contacts in community.
- Participate in citywide parking discussions relating to time relevant issues such as the oversized vehicle Ordinance and changes to parking requirements concerning new developments and condo conversions.

000234

COMMUNITY PARKING DISTRICT
Operating Budget Template

PROPOSED OPERATING BUDGET FY 2008

CHART OF ACCOUNTS	CDP Funds	Other Funds	Total
Ordinary Income/Expense			
Income			
Grant pass through (BIDC)	0	26,000	26,000
BID Support	0	13,470	13,470
Other (e.g. Sale of Parking Cards)	0	0	0
Total Income	0	39,470	39,470
Expense			
Personnel	0	13,470	13,470
Total Personnel	0	13,470	13,470
Operating	0	0	0
Total Operating	0	0	0
Outreach/Promotion	0	0	0
Total Outreach/Promotion	0	0	0
Contracts	0	26,000	26,000
Contractor 1 (Walker Parking Consultant)	0	26,000	26,000
Total Contracts	0	26,000	26,000
Program / Reserve	0	0	0
Contingency	0	0	0
Total Expense	0	39,470	39,470
Net Ordinary Income	0	0	0
Net Income	\$0	\$0	\$0

000235

La Jolla Community Parking District

000237

La Jolla Community Parking District FY 2008 PROGRAM NARRATIVE

The Community Parking District program allows for the administration of parking programs on a community-wide basis. Specifically, the program allows the local designated advisory group to make specific decisions and recommendations about parking time limits, paid on-street parking, residential permit zones, etc., with extensive and ongoing community input. Potentially, such decisions and recommendations may give rise to new or additional parking-related revenues. These revenues will enhance the City's general fund and benefit the community in which they are generated. Community benefits may include but are not limited to creating additional parking resources and improving the street and sidewalk environments for pedestrians.

The La Jolla Community Parking District will be guided by a diverse group of community interests under the auspices of Promote La Jolla, Inc., the contracted managing entity of the Business Improvement District (BID) for La Jolla.

The Community Parking District Advisory Board has set the following objectives for parking management practices in the Village of La Jolla

1. Achieve 10-15% availability of parking spaces in commercial, beach, and other high-demand areas to ensure ready accessibility of spaces close to a visitor's destination, to improve beach and coastal access, to minimize the traffic congestion caused by drivers cruising for parking spaces, and to reduce significantly the resulting greenhouse gas emissions and fuel waste.
2. Protect residential streets adjacent to commercial, beach, and school areas from being used for all-day parking by non-residents.
3. Improve parking enforcement and expand enforcement hours.
4. Provide a source of funding for parking-related projects and for improvements to the areas from which the funds were collected.
5. Ensure that parking changes that affect residential streets will be implemented only with the support of the affected residents.
6. Periodically review and adjust the implementation of this plan as needed.

Community Parking District Advisory Board Representation

The La Jolla Community Parking District will be guided by a nine-member Community Parking District Advisory Board proposed as follows:

- At-large Business or Commercial Property Owner
- At-large Resident
- Bird Rock Community Council Appointee
- Community Planning Association Appointee
- La Jolla Shores Association Appointee
- La Jolla Town Council Appointee
- 3 Promote La Jolla Appointees of which at least 2 must be residents of La Jolla

000238

Program Narrative		Expense
Outreach and Information Gathering		
The La Jolla CPD will work to incorporate the community's suggestions into the management of the district. Ongoing public input will be solicited by way of the following:		
La Jolla Parking Information Web Site		\$2,400
La Jolla Community Group Presentations (each representative updates his or her group monthly)		n/a
Noticing Meetings in Local Newspapers		\$0
Our monthly meetings are listed in the paper for free. This would cover any other large announcements like, when Dr. Shoup came to the community		
Newsletters		\$2,400
Speakers Bureau		n/a
Parking Projects and Improvements for FY2008		
Maximization of existing off-street parking inventory by Using our existing Coastal Access and Parking Program, the La Jolla CPD will continue to buy parking passes from parking garages that are underutilized and re-sell them to the public below market rate.	Passes subsidized	\$24,000
	Staff Time to administer program	\$12,500
Employee parking and education programs: Quarterly breakfast meetings with employers, printing materials for distribution to employees/employees		\$1,200
Reconfiguring existing on-street parking inventory	New Painting of the Rainbow Curbing	City Expense
Time limit parking changes Propose new signage in all current sign locations in the Village(estimate 1,000 signs)	1,000 signs at \$35 a sign Labor included	\$35,000
Residential parking program (attachment R-1)	Signage	\$2,400
Parking enforcement	Auto-VU Software and System, Car and FTE	\$151,000

000239

The Community Parking District will install state of the art system of paid on street parking in the Core Village Commercial Area. Please see Attachment A for streets included. Paid Parking will apply daily, including evenings weekends and most holidays. The rates will be set in a flexible manner within a zone. (See Attachment B for map of price zones)	96 Units @ \$7,100 a unit	\$786,00
	Installation 96@ 400 a unit	\$38,400
A public parking facility feasibility study and site evaluation	Design and Project Consultation for FY 2008	60,000
A community shuttle reserve mandated by MOU	Reserve from the Coastal Access and Parking Board included.	135,000
Public transit enhancements: The Coastal Access and Parking program that currently exhibits will continue to be operated. Bus Passes are sold for \$60 (below market rate) to clients	Passes at subsidy and Staff Time to manage program 220 passes a month at \$10 below market rate Staff Time: \$12,000	\$26,400
Valet Parking Space Permit Fee	Additional fee for La Jolla Valet Spaces. 23 spaces at \$995 a space	22,885
FUNDS PROVIDED	COASTAL ACCESS FUNDS	350,056
FUNDS PROVIDED	PARKING REVENUE	TBD

Discussions concerning these issues will be documented via meeting minutes or Board reports. Several of the proposed projects listed above include elements that may raise revenues to fund future parking facilities and projects. These proposed programs are subject to ongoing community discussion. All elements of the narrative are subject to Community Parking District Board implementation.



RESIDENTIAL PARKING PLAN FOR THE CORE VILLAGE STREETS

- a. In residential areas likely to be affected by the introduction of paid on street parking in the Village, street parking will be subject to a time limit that will apply daily, including evenings, weekends, and most holidays.
- b. Residents of the affected streets may purchase residential parking permits for up to 2 registered vehicles per household. When properly displayed, the permit will exempt the vehicle from the otherwise applicable parking time limit.
- c. Residents may purchase daily or weekly guest permits that will allow their guests and household workers to park on their street without regard to the posted time limit.

Residential Parking Permit Zones are indicated in green on the map in Attachment B and include: La Jolla Blvd., Cuvier Street, Ravina Street, High Street, Virginia Way, Park Row, portions of Silverado, portions of Ivanhoe, portions of Herschel, and Exchange.

What is a residential parking permit?

RPP zones are used successfully nationwide, to help reduce "overflow" parking from retail and employment centers. The general public can park for a specified time period. Residents with permits are exempt from the time limit.

While an RPP permit does not guarantee a parking space, the program improves the availability of on street parking for residents and their guests.

How much do permits cost? How do I use them?

Residential parking permits will be available for a fee which will be adjusted based on the cost of services provided. This fee is likely to be set from \$20-\$90 with a maximum of two per address. The permit may be a decal you affix to your vehicle.

May I have more than one permit?

You may obtain a non-transferable permit for each registered vehicle you own (limit of two permits).

How and where do I get permits?

Permits are available from the Transportation Engineering Division of the City of San Diego. They are renewed each year. Mail or bring in copies of these documents along with the application to the Transportation and Parking Department

- Valid vehicle registration
- Proof of residency (current driver's license, phone or electric bill, lease, etc.)
- Outstanding parking tickets must be paid before a permit can be issued
- **Residential Parking Permit and Renewal Application Form** TO BE DEVELOPED BY THE CPD

000241

Do I have to participate in this program if I live in an RPP zone?

No. However, you may not park on-street in an RPP zone for more than two hours without a permit, and you will not have the ability to purchase of a guest permit

What about my guests? Two Hour Parking

Anyone can park free for up to two hours in an RPP zone.

Guest Pass

Each residence in an RPP zone receives one free guest pass to loan to visitors to authorize parking for more than two hours while the guest is parked at the host address. The pass is displayed on the guest vehicle's rearview mirror.

Special Events

If you are hosting a special event during restricted parking hours, please contact the Community Parking District Manager to make arrangements.

What happens if I lose my guest pass?

Write the number of your RPP sticker and bring it in our office. A replacement fee will be charged.

Does the resident permit exempt my vehicle from the 72 hour limit?

No, all vehicles regardless of permits are subject to the 72 hour limit.

Residential Parking for Non-Residents.

If you are visiting, ask your host for a guest permit (valid only while actually visiting at a permit holder's address and parking in the immediate vicinity.)

Buy a one-day pass for all day parking in any residential zone for an estimated \$5.00 fee.

One Day passes are available at the CPD office.

Handicap Permits

Handicap permits may be obtained by the CA Department of Motor Vehicles.

000242

Attachment A

AMENDED 06/23/92
TO BE ENACTED BEGINNING 07/01/92

AN ORDINANCE AMENDING ORDINANCE NO. 0-17458 (NEW SERIES), ADOPTED APRIL 6, 1990, ENTITLED "AN ORDINANCE OF THE COUNCIL OF THE CITY OF SAN DIEGO ESTABLISHING THE LA JOLLA BUSINESS IMPROVEMENT DISTRICT PURSUANT TO THE PARKING AND BUSINESS IMPROVEMENT AREA LAW OF 1989 AND LEVYING AN ASSESSMENT AND CHARGE THEREIN FOR UPGRADING AND PROMOTING THE AREA."

ZONE & FEE STRUCTURE

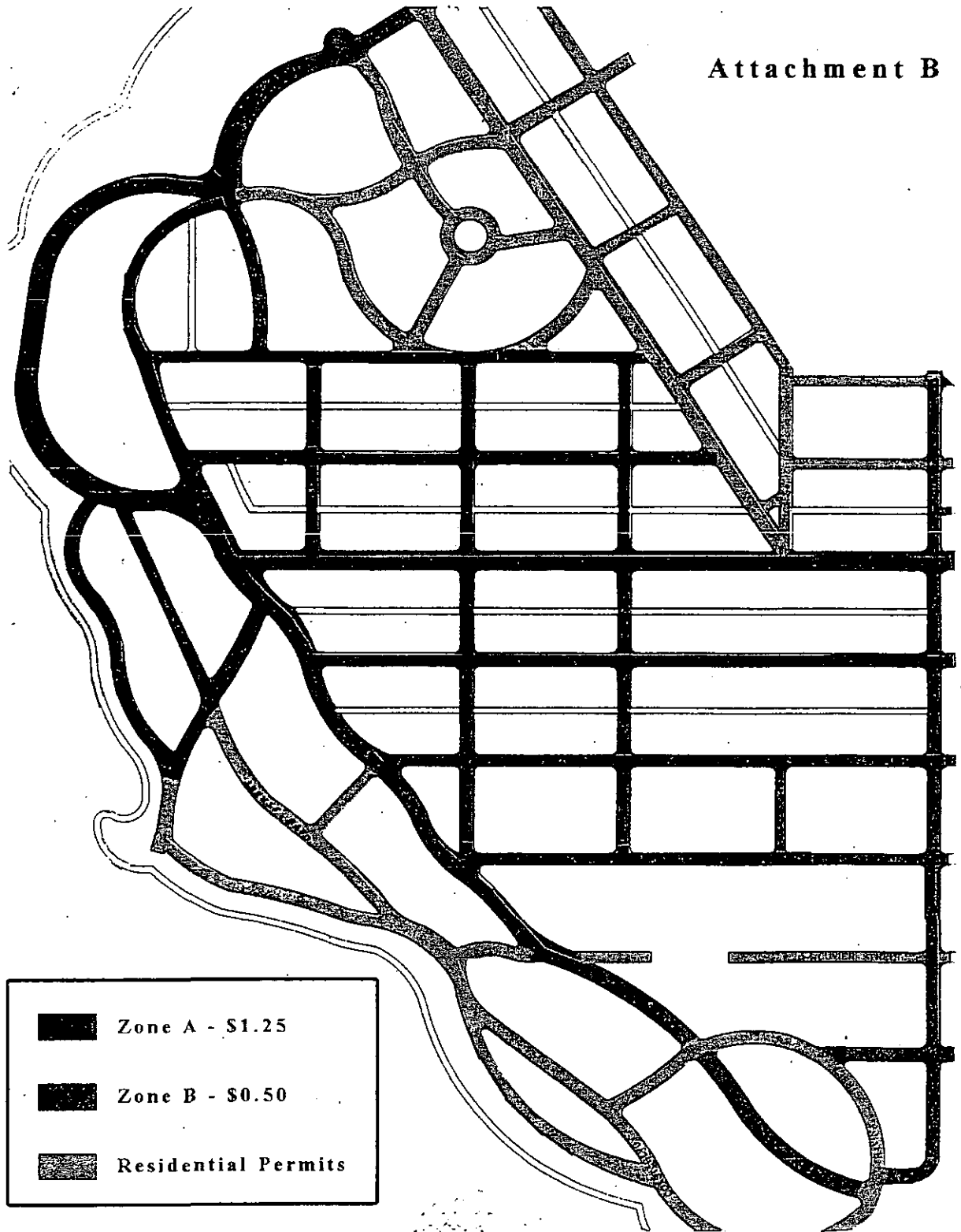
Bishop's Lane	-	all
Cave Street	-	all
Girard Avenue	-	7400 - 7499 block (South of Pearl St.)
Herschel Avenue	-	7400 - 7799 blocks (South of Silverado)
Ivanhoe Avenue	-	7700-7899 blocks (South of Wall Street)
Kline Street	-	700 - 899 block (West of Fay Avenue)
La Jolla Blvd.	-	7345 - 7606 (Marine Street to Prospect)
Pearl Street	-	all
Prospect Street	-	200 - 799 (West of Eads Avenue)
Roslyn Lane	-	all
Silver Street	-	all
Silverado Street	-	800-899 and 1100-1199 blocks (West of Fay and East of Herschel)
Torrey Pines Rd.	-	1000 - 1199 blocks

Fay Avenue	-	7500 - 7760 blocks
Girard Avenue	-	7500 - 7599 blocks
Herschel Avenue	-	7800 - 7900 blocks
Ivanhoe Avenue	-	7900 block
Kline Street	-	900 - 1099 blocks
Silverado Street	-	900 - 1099 blocks
Wall Street	-	all

Coast Blvd.	-	all
Fay Avenue	-	7761 - 7855
Girard Avenue	-	7600 - 8010 blocks
Prospect Place	-	all
Prospect Street	-	800 - 1299 blocks

000243

Attachment B



000245

Downtown Community Parking District

000247

DOWNTOWN COMMUNITY PARKING DISTRICT - ANNUAL REPORT

Since the inception of the Downtown Community Parking District, CCDC has received approximately \$13.4 million in parking meter revenues. The Downtown Community Parking District revenues combined and leveraged with tax increment revenues, parking meter district revenues have contributed to the development of 2,000 new downtown public parking spaces since 1997. A 500-space public parking facility (Park it on Market) has been operating since January 2001. A temporary 187 space public surface parking lot (at 7th & Market) and a temporary 75 space public surface parking lot (at 11th & Market) were created. In a joint public/private development at the former Walker Scott site on Broadway, 270 public parking spaces have been created. The 1,230 space public/private 6th and K Parkade opened to the public in August 2004. CCDC has also fostered the mission of the Comprehensive Downtown Parking Plan (which is currently being updated), which calls for convenient, affordable, and long term public parking solutions by:

- \$ Implementing a Way finding signage program throughout the downtown area.
- \$ Installation of 699 parking meters to increase turnover of parking and provide a better use of on street parking to businesses.
- \$ Constructing Phase One of the India Street Improvements increasing neighborhood parking by converting parallel parking spaces to angled or diagonal parking spaces on the east side of the street.
- \$ Completing Residential Permit Parking studies for Little Italy and Cortez Hill which evaluated and documented the need for and appropriateness of residential parking permits in these downtown neighborhoods.
- \$ Implementing the Cortez Hill Residential Permit Parking Program, which was approved and adopted by City Council on October 21, 2003 (R-298526).
- \$ Completing an inventory of public and private parking in Downtown, which found that there are approximately 59,700 spaces currently available, and approximately an additional 8,033 spaces were under consideration. Since that study approximately 6,333 of those 8,033 have become available for use.
- \$ A Parking Meter Reloading Terminal has been purchased by CCDC and has been implemented in the Downtown Information Center.

- \$ Actively participating in the Parking Meter District Parking & Mobility Task Force and the City Manager's Parking Task Force which were combined to become the Parking Advisory Committee.
- \$ Actively participating in the Downtown Parking Management Group (DPMG), which was formed to oversee and manage the parking needs of Downtown. The DPMG consists of community members and provides input to the overall implementation of the Downtown Community Parking District parking programs. Currently the group is testing the ways to increase utilization of parking meters by varying the rates and time of the meter to encourage more utilization. The group is also working on the Parking Meter New Technology Test program in conjunction with the City.
- \$ Contributed to the purchase of two vintage trolleys, along with the San Diego Vintage Trolley and MTS, to be run on trolley lines downtown.
- \$ Developed the Park it on Market parking facility containing 500 parking spaces in six levels. The facility is located on the north side of Market Street between Sixth and Seventh Avenues and opened in January 2001. Park it on Market also has 2,300 square feet of retail space at the ground level. This parking facility serves the Gaslamp Quarter and East Village. In 1999, the Redevelopment Agency issued \$12.1 million of parking revenue bonds to fund the construction of Park it on Market. Net operating revenues from this parking facility, parking district revenues and certain subordinate tax increment revenues from the Centre City Redevelopment Project Area, secure the bonds. Revenues from the facility continue to improve each year with gross parking revenues of approximately \$2.4 million for the fiscal year 2007 with a net income after debt of \$786,673. To date, approximately \$1.4 million in Parking District Funds have been spent on the design and construction cost, as well as to service the debt.
- \$ Developed 6th & K Parkade parking facility which opened to the public on August 25, 2004. This structure contains 1,230 spaces in seven levels and is located on the full block bounded by Sixth and Seventh Avenues and AK and AL@ Streets. This parking facility serves the Gaslamp Quarter, East Village, Convention Center and the adjacent Petco Park. The project is a public/private venture between the Redevelopment Agency and JMI Realty with JMI Realty contributing approximately \$4.0 million towards the design and construction costs. A total of 1,000 above grade parking spaces serve the public and a total of 230 basement-level spaces serves the Omni Hotel located south of "L" Street. The private portion of this venture contains 15,000 square feet of retail space on the ground level of the structure. Approximately \$7 million of tax increment and/or tax increment bond proceeds were used to acquire the site. In January 2003, the Redevelopment Agency issued \$20.1 million of subordinate parking bonds to fund the construction of the 6th & K Parkade. The bonds are secured by net operating revenues from this parking facility, the Park It on Market parking facility to the extent available, parking district

revenues and certain subordinate tax increment revenues from the Centre City Redevelopment Project Area. While this parking facility was under construction, the debt service on this facility was paid entirely from parking district revenues. For Fiscal Year 2007 the garage had gross parking revenues of approximately \$2.2 million with a net operating loss of \$44,566 after debt of service. To date, approximately \$3.7 million in Parking District funds have been spent for the design and constructions cost, as well as to service the debt. For Fiscal Year 2008 an additional \$1.5 million of parking district funds are being pledged for debt service.

- \$ Developing the CCDC website (www.ccdc.com) providing information on parking opportunities in the Downtown area, including a comprehensive map of the approximate 60,000 downtown parking spaces.

CCDC continues to implement parking programs in the Downtown Community Parking District through a variety of other ongoing projects such as those described below.

- \$ The development of a 650 space public parking facility located at 7th & Market. The 7th & Market parking facility will provide additional parking spaces to be located on the 55,000 square foot site, owned by the Redevelopment Agency, bounded by Market Street and Seventh, Eighth and Island avenues. A developer has been selected for the Mixed Use development on this site.
- \$ Street improvements within Cortez Hill with a vision to increase parking supply by converting parallel parking spaces to angled/diagonal, installing additional parking meters and revising the current street circulation patterns from two-way to one-way in the next fiscal year.
- \$ Facilitating the sharing of private parking for public use and developing a community-based parking program in Little Italy.
- \$ Preparation of several studies including a Transit Study, Shuttle Study, and the update to the Comprehensive Downtown Parking Plan ("Parking Plan"). Wilbur Smith & Associates has been selected to update the Parking Plan and it is expected to be complete in summer of 2008.
- \$ Implement several district wide public improvements.
- \$ Land acquisition for future parking facilities.

Currently, the Downtown Community Parking District Revenues are committed to the debt service for the Parking Revenue Bonds for Park it on Market North and the Subordinate Parking Bonds for 6th & K Parkade. Additional bonds are contemplated for the construction of a 7th & Market parking facility for the public parking facility that will be publicly owned by the Agency. It is anticipated that parking meter district revenues will be pledged for debt service on any parking bond issue.